

Comilla University
Department of Mass Communication and Journalism
Course Code: MCJ-301
Course Title: Media Culture and Society

(Marking Distribution: Total Mark 100
Before final 40: First Mid 10, Second Mid 10, Assignment 10, Presentation 5, and Attendance 5
Final: 60) (A Sample question is enclosed)

Course Objectives:

The Course intends to explore the interrelation among media, culture and society. Emphasis will be given to analyze critically the role of media in the society and impact of media on cultural change and social behavior in a given society.

Course Contents:

1. Cultural Studies An Introduction
2. Media, Culture and Society: A theoretical Foundations
3. Popular Culture and Culture Industry
4. Critical Analysis of Culture
 - Matthew Arnold, Raymond Williams, E.P. Thompson, Stuart Hall, BCCCS
 - Frankfurt School
 - Louis Althusser, Antonio Gramsci
5. Manufacturing Consent and Propaganda Model
6. Globalization and Cultural Imperialism
7. Political Economy of Internet and digital media
8. Soap Opera
9. Film as Popular Culture
10. The Work of Art in the Age of Mechanical Reproduction
11. Political Economy of Beauty Contest
12. Neo-liberalism: Principles and Criticism
13. Neo-liberalism and Transformed Global Media
14. Contemporary Bangladesh Media: Analyzing the Trends Books

Recommended Materials:

1. Cultural Theory and Popular Culture: An Introduction, John Storey
2. Critical Political Economy of the Media: An Introduction, Jonathan Hardy
3. Media Somaj Songskriti- Fahmidul Haq and A- Al Mamun. Page 9-20
4. Impact of Soap Operas on Women of Pakistan (A Case Study of Karachi), Nasreen Aslam Shah and Abdul Hameed
5. Manufacturing Consent: The Political Economy of Mass Media, Noam Chomsky and Edward S. Herman
6. নব্যউদারবাদ, বিশ্বায়ন ও পরিবর্তিত বৈশ্বিক মিডিয়া- ফাহমিদুল হক
7. বাংলাদেশের চলচ্চিত্র শিল্প: সংকটে জনসংস্কৃতি, গীতি আরা নাসরিন ও ফাহমিদুল হক
8. যান্ত্রিক পুনরুৎপাদনের যুগে শিল্পকলা, ওয়াল্টার বেঞ্জামিন (জাকির হোসেন মজুমদার ও মোহাম্মদ আজম অনুদিত। যোগাযোগ, সংখ্যা ৮
9. অসম্মতি উৎপাদন, ফাহমিদুল হক
10. Representation: Cultural Representations and Signifying Practices, Stuart Hall
11. Culture and Society, Raymond Williams
12. Modernity at Large: Cultural Dimensions of Globalization- Arjun Appadurai
13. Dialectic of Enlightenment (The Culture Industry: Enlightenment as Mass Deception Chapter)-Theodor W. Adorno & Max Horkheimer